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2 -- 56. A method for enhancing a continuous video content program with  
3 supplemental hyperlink content to provide viewer interactivity with the video  
4 content program, comprising the following steps:

5 configuring digital data which defines a display layout prescribing how the  
6 supplemental hyperlink content and the video content program are to appear in  
7 relation to one another when displayed;

8 transmitting the digital data and the video content program to a viewer  
9 computing unit; and

10 displaying the supplemental hyperlink content and the video content  
11 program according to the display layout --

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13 -- 57. A method as recited in claim 56, further comprising the following  
14 steps:

15 configuring the data to define multiple different display layouts that are  
16 selectively displayed to the viewer depending upon the viewer's selections of  
17 possible choices presented in the supplemental hyperlink content; and

18 dynamically changing the display layouts of the supplemental hyperlink  
19 content and the video content program in response to said viewer's selections. --

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21 --58. A method as recited in claim 56, wherein the transmitting step  
22 comprises the step of transmitting the digital data along with the video content  
23 program as the same signal.--  
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1 --59. A method as recited in claim 58, further comprising the following  
2 steps:

3 receiving said signal containing the digital data and the video content  
4 program at the viewer computing unit; and

5 separating the digital data from the video content program at the viewer  
6 computing unit.--

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9 --60. A method as recited in claim 56, wherein the transmitting step  
10 comprises the step of transmitting the digital data along with the video content  
11 program as two separate signals. --

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13 --61. A method as recited in claim 56, wherein the transmitting step  
14 comprises the following steps:

15 transmitting the digital data as a first signal from a first source; and

16 transmitting the video content program as a second signal from a second  
17 source that is different than the first source. --

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19 --62. A method as recited in claim 56, wherein the configuring steps  
20 comprises the step of creating an HTML document having HTML extension  
21 attributes that assist in defining the display layout. --

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23 --63. A method as recited in claim 62, further comprising the step of  
24 creating the HTML document using at least one extension attribute selected from a  
25 group comprising: a background extension attribute which specifies how a

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cont.

[illegible]

1 --64. A method as recited in claim 56, wherein the configuring steps  
2 comprises the step of creating an HTML document having one or more HTML  
3 tags that assist in defining the display layout. --

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5 --65. A method as recited in claim 64, further comprising the step of  
6 creating the HTML document using at least one tag selected from a group of tags  
7 comprising: a tag to control update or display of sound or pictures; a tag to store  
8 and coordinate collections of images; a tag to control font styles; a tag to retrieve  
9 and display one of the images; and a tag to describe transition from one screen  
10 display to another. --

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12 -- 66. A method for authoring an interactive entertainment program,  
13 comprising the following steps:

14 constructing digital data to support interactive functionality with a video  
15 content program, the digital data being configured to permit a viewer to  
16 interactively control display of supplemental content along with the video content  
17 program;

18 defining a display layout of how the supplemental content and the video  
19 content program are displayed; and

20 encoding the digital data with instructions to dynamically change the  
21 display layout of the supplemental content and the video content program. --

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23 --67. A method as recited in claim 66, further comprising the step of  
24 encoding the digital data with instructions to dynamically change the display  
25 layout in response to viewer control. --

1 -- 68. A computer-readable storage medium containing a target resource,  
2 the target resource comprising:

3 supplemental content for rendering to a viewer to supplement viewing of a  
4 continuous, non-interactive video stream;

5 one or more elements prescribing how the supplemental content is to be  
6 rendered along with, and relative to, the video stream. --

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8 --69. A computer-readable storage medium as recited in claim 68 wherein  
9 the target resource comprises an HTML document and the elements comprise  
10 HTML tags and/or extension attributes for HTML tags. --

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